

SALESFORCE.COM INTEGRATION

CUSTOMER FEEDBACK—SEAMLESSLY INTEGRATED—ON SALESFORCE.COM

It's no secret that some of the world's most sophisticated companies use Salesforce.com (SFDC) to manage important customer relationships. As a certified SFDC partner, Walker has developed a solution to seamlessly integrate customer feedback directly into SFDC – the CRM tool countless sales professionals rely on daily – rendering it even more valuable in improving customer relationships. Easily visible and neatly incorporated on existing SFDC screens, Walker's unique integration application delivers customer feedback and customized reports in a user-friendly format that promotes action, follow up and positive results.

FEATURES AND HIGHLIGHTS

All without leaving the SFDC environment, the integration tool offers:

- **EASE OF USE** – Walker's integration tool is functionally embedded within the SFDC site, identified by a customizable, user-friendly customer feedback panel. No separate log ins or passwords are needed to access the customer feedback information – it's all accessible from the most frequently used SFDC screens. Minimal training is required to use the integration feature.
- **SURVEYING CAPABILITIES** – Application allows account managers to send real-time, instant surveys; users can also distribute reminders and check survey status, including identifying which customers have responded to the survey and how many invitations have been sent.
- **EASY SURVEY SAMPLING AND SAMPLE COLLECTION** – Using qualified, customer contact information housed in SFDC, flagging survey participants is an easy, one-step process. The application also eliminates the cumbersome task of consolidating multiple customer contact spreadsheets and lists to collect a reliable survey sample – the information is already accessible in SFDC.
- **DATA SYNCHRONIZATION** – Synchronization feature ensures Walker's survey database is always up-to-date with changes made to SFDC contact management information. The tool will add and update accounts, only synchronizing those that have been initiated into the Walker survey process.
- **FOLLOW-UP COMPONENT** – A separate offering within the tool allows for two types of survey follow up– a low-score alert and an opportunity alert. With this feature, account managers can immediately troubleshoot problems or proactively investigate the potential for increased sales or new business.

BENEFITS POINT TO WIN-WIN RESULTS

With a user-friendly interface and functionality built directly into SFDC, the application's many benefits include:

- Increased survey response rates from customers due to greater visibility of each customer's survey status right on the SFDC screen.
- Better participation from account managers because customer feedback and survey information is managed on the same screens they use daily.
- More opportunities to act on customer feedback information because reports are readily accessible through SFDC.

Seamless integration for SFDC users – no additional software or programs to be learned; no separate login or passwords to remember; minimal training required.

CASE STUDY: KEY TO BETTER RELATIONSHIP BUILDING

ExactTarget.

With more than 50 relationship managers using Salesforce.com every day, ExactTarget, a leading e-mail marketing company, identified a need to integrate its customer loyalty information within SFDC for optimal results. Walker's ability to provide a robust SFDC integration tool was one of the reasons ExactTarget selected the research firm to handle its customer loyalty program in May 2010.

"With all our client data already housed in Salesforce, it seemed only logical to have business-critical loyalty information in the system as well," says Chip House, Vice President, Industry and Relationship Marketing for ExactTarget. "With Walker, we were able to customize our own dashboard for the loyalty data, allowing our sales and RM teams access without a separate log in or training on a new system."

The benefits of Walker's SFDC tool are far reaching, according to House, particularly its ability to help RMs keep their "finger on the pulse" of customer needs. Phone calls with clients become much more productive – and often more profitable – when RMs can access loyalty information while talking real time with the customer.

"It's very helpful when our RMs can pull up the results of a client's last survey while they are talking to them to see if there are any sensitivities or areas of concern that can be addressed right then and there," says House.

IMPLEMENTATION TIMEFRAME

Interested companies can have Walker's customer feedback integration tool online and ready to use within SFDC in eight to 12 weeks. Walker provides installation and configuration support to SFDC administrators responsible for this integration, and support is available through Walker's technology team as needed. Fees include access to all program upgrades.

SFDC CUSTOMER FEEDBACK INTEGRATION

Companies can expect:

More action – Customer feedback is delivered to your account team and ready for follow up – all within Salesforce.com.

More access – Customized reports are provided directly from Walker's survey system into your SFDC environment.

More options – Send surveys to your worldwide customers in multiple languages and check status 24/7.

SEE THE DIFFERENCE

This image represents what is happening in business today—customer-focused companies are outperforming the marketplace. The customer-focused culture within these companies has allowed them to develop less risky, more stable business models. This results in companies delivering better results by putting their customers at the center of their business.



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